



BERJAYA

BERITA JAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 3, 2014

KDN NO : PP 7432/02/2013(031932)

Berjaya Celebrates Tun Dr Mahathir Mohamad's 89th Birthday



Tun Dr Mahathir Mohamad testing his birthday gift, a limited edition Hasselblad Lunar camera.

Berjaya Corporation Berhad founder, Tan Sri Dato' Seri Vincent Tan and Chairman/CEO, Dato' Sri Robin Tan hosted a joint birthday celebration for Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah on 17 August 2014. The theme for Tun Dr Mahathir Mohamad's 89th birthday celebration was 'The Great Gatsby'.

About 800 guests turned up for the celebration. Tan Sri Dato' Seri Vincent Tan presented Tun Dr Mahathir with not one but two birthday gifts - a Google Glass and a limited edition Hasselblad Lunar camera.

Tun Dr Siti Hasmah was presented with a lacquer painted plate depicting the image of the Holy Land of Mecca.



Dato' Robin Tan presenting the lacquer painted plate to Tun Dr Siti Hasmah as a birthday gift.



A group photo of Tun Dr Mahathir Mohamad with Tan Sri Dato' Seri Vincent Tan and Dato' Robin Tan.



Group photo after the cake-cutting ceremony.



Tun Dr Mahathir Mohamad giving his speech.



Tun Dr Mahathir Mohamad testing his gift - a Google glass with help from Ganesh Kumar, CEO of MOL AccessPortal.

Chairman and CEO's Message

It is encouraging to see that our businesses have been growing during the quarter with Kenny Rogers Roasters, RadioShack, and Papa John's Pizza in the Philippines widening their store presence. Bermaz has made further inroads in East Malaysia with the opening of its latest 3S centre in Kota Kinabalu, bringing the total number of Mazda outlets to eight in East Malaysia. U Mobile has also announced its expansion plan to roll out 2,000 new 3G and 4G LTE sites. This will certainly augur well for U Mobile customers with better nationwide coverage and high-speed mobile internet connection.

The Group continued to organise various CSR activities during the quarter, which included our companies bringing Ramadan cheer to the underprivileged. In continuing the Group's initiative of providing vehicles to charitable organisations, our founder, Tan Sri Dato' Seri Vincent Tan presented 2 units of 14-seater vans to his alma mater in Batu Pahat to help with their transportation needs.

Berjaya Youth collaborated with EPIC Homes to build a home in a village in Gombak for a 16-member family. It was heartening to see the youth volunteers from both the public and Berjaya working together tirelessly on this 3-day project, sharing great team effort and camaraderie all around! I am indeed happy that the youth are getting involved in our efforts to provide the necessary support and assistance in helping the less fortunate to lead better lives.

With all the hard work and determination from our employees and management, I was pleased to see our momentum continuing into the third quarter and looking ahead, I am confident about our ability to achieve a strong finish to 2014.

Dato' Sri Robin Tan



Performance of Companies for the 1st Financial Quarter Ended 31 July 2014 (unaudited)

Company	Revenue 3 Months Ended 31 July 2014 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 July 2014 (RM'000)	Revenue 3 Months Ended 31 July 2014 (RM'000)	Profit Before Tax 3 Months Ended 31 July 2014 (RM'000)
Berjaya Corporation Berhad	2,485,030	200,300	2,485,030	200,300
Berjaya Land Berhad	1,410,826	132,376	1,410,826	132,376
Berjaya Sports Toto Berhad	1,243,885	120,686	1,243,885	120,686
Berjaya Media Berhad	15,702	1,254	15,702	1,254
Berjaya Food Berhad	39,636	6,257	39,636	6,257
Berjaya Auto Berhad	507,951	76,468	507,951	76,468
7-Eleven Malaysia Holdings Berhad	472,282*	23,167*	925,355**	39,680**
Berjaya Assets Berhad	106,489***	41,148***	419,421****	121,755****

* 2nd Financial Quarter ended 30 June 2014; ** 6 months ended 30 June 2014; *** 4th Financial Quarter ended 30 June 2014; **** 12 months ended 30 June 2014

Berjaya Celebrates Tun Dr Mahathir Mohamad's 89th Birthday

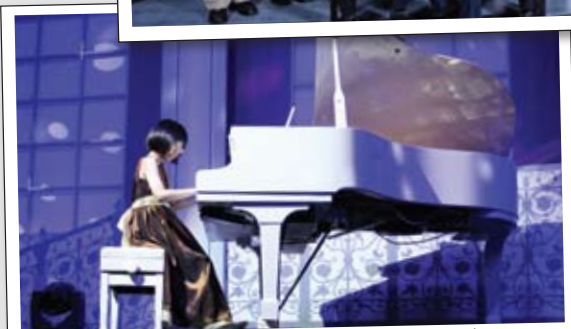
(Continued from cover page)



Berjaya's senior management and their guests at the birthday celebration.



Nikki Palikat and Elvira Arul belting a few songs that evening.



9-year-old pianist extraordinaire, Magdalene Ho playing some pieces during the celebration.

Extraordinary Berjaya Youth Volunteers Build Home for Orang Asli Family

On 8 to 10 August 2014, Berjaya Youth (B.Youth) embarked on a journey to transform the lives of an impoverished Orang Asli family in desperate need of a new home at Kampung Batu 12, Gombak, Selangor. Equipped with the basic knowledge they acquired during the Builders Basics Workshop, over 30 youth volunteers with steadfast determination put forth their best effort into the construction of a six-module home for Mak Cik Bidah and her family.

As the teams began their work, it was truly an amazing sight to see the Orang Asli community coming together to lend their helping hands alongside the B.Youth volunteers and at the same time build relationships and have a good time together. Throughout the three days, the volunteers braved the elements whether the sweltering heat or humid rainfall, they never gave up and persevered knowing that they were doing something extraordinary for a family in need.

During the 3-day stay in Jungle Lodge near the Orang Asli settlement, B.Youth volunteers also had the opportunity to get to know the culture and customs of the Orang Asli tribesmen. During the nights, they were regaled with Orang Asli tales and took part in fun traditional activities such as weaving and "hunting" balloons with the blow pipe. They were also treated to a dance performance by the Orang Asli children accompanied by traditional instruments and some volunteers didn't hesitate to jump in and participate.



B.Youth volunteers at the Builders Basics Workshop prior to the build project on 19 July 2014.

Day 1



Day 1 - Volunteers listening to the team de-brief and working to put up the steel structure.



Day 2

Day 2 - A new home for Mak Cik Bidah and her family begins to take shape.



Volunteers learning traditional weaving methods.



Volunteers learning to play the traditional instruments.

Orang Asli kids performing a traditional dance.



Volunteers trying out the traditional 'sumpit' (blowpipe).

Day 3



Day 3 - The B.Youth team celebrates their achievement of successfully completing the home!



Day 3 - Judy Tan, Senior General Manager, Group Corporate Communications presenting the plaque to Mak Cik Bidah and her family of 16 signifying the completed house as a place they can call home now.



The fully completed 6-module home built by B.Youth volunteers.



Day 3 - The exterior of the house is up and volunteers are diligently working on the interior.



Day 3 - Media representatives from TheSun, The Star & China Press came to the site to cover the build event.



(Second from the left) Mr Chock Eng Tah, Managing Director of KUB Berjaya Enviro receiving the CDL Outstanding Singapore Environmental Achievement Award 2013 from Dr Vivian Balakrishnan, Minister for the Environment and Water Resources, Singapore.



Aerial View of the Leachate Treatment Plant



Bukit Tagar Solar Pilot Project

Bukit Tagar Sanitary Landfill - A Model Facility For Solid Waste Treatment

Bukit Tagar Sanitary Landfill is developed and operated by KUB-Berjaya Enviro Sdn Bhd (KBE) under a 30 year concession from the Malaysian government. The landfill has 120 million tons total capacity to manage the waste from Kuala Lumpur and Selangor for the next 65 years.

Unlike fully mechanised waste treatment modalities that are completely dependent on fuel source to function, Bukit Tagar Sanitary Landfill employs natural and sustainable methods as part of its treatment process. Through degradation and decomposition, the resulting methane gas is treated and used to run the 4.4MW gas engines to produce green energy supplied to the national grid via Tenaga Nasional Berhad.

In reducing the project's carbon footprint, Bukit Tagar is the first sanitary landfill in the country to be issued carbon credits (CER) in the Clean Development Mechanism (CDM) scheme under the United Nations Framework Convention on Climate Change, as well as having the most CERs issued for sanitary landfill in the CDM scheme in South East Asia.

In terms of landfill gas treatment, Bukit Tagar has the distinction of operating the largest grid-connected biogas renewable energy facility under the Feed-in Tariff programme in Malaysia. In addition to generating electricity from its gas engines, Bukit Tagar is also optimising land use by establishing a pilot solar farm project on a section of the landfill that has reached full capacity. The solar project is also producing electricity to the national grid under the Feed-in Tariff programme.

The modern technology together with sustainable and green practises employed in Bukit Tagar sanitary landfill has earned the project numerous local and foreign recognitions and awards in engineering and environmental sectors. Among others, it has the distinction of being the first and presently only project in the region to be awarded both the prestigious CDL Outstanding Singapore Environmental Achievement Award and DFS Singapore Environmental Achievement Award (REGIONAL) in 2013.



Group photo at Wuyishan.



Berjaya China's First Company Trip to Fujian

On 21 August 2014, Staff Recreation Club of Berjaya China organized the first 5 days 4 nights company trip to Fujian Province where they visited Wuyishan and Xiamen.

Most of the staff were visiting Fujian for the first time. They enjoyed the beautiful and scenic Wuyishan, the famous Gulangyu Island in Xiamen and Yongding Tulou, a Unesco site. They also tasted local delicacies and experienced the hospitality of the locals.

This trip fostered better relationships between the staff and better understanding between the various departments.

Berjaya Golf Resort Berhad Mid-Autumn Festival Fun

On 6 September 2014, Berjaya Golf Resort Berhad celebrated Mid-Autumn Festival at their Bukit Jalil Sales Gallery. More than 600 guests who are primarily Berjaya property owners and also Bukit Jalil residents came together to celebrate and enjoy the lovely food spread, mooncakes and colourful lanterns.

There were many activity booths for games, sand art, air brush tattoos, hand wax momentos and also a lantern-making contest booth.

The festival also served to thank valued purchasers for their continuous support over the years and also to provide them with better service.



Guests making enquiry at the Bukit Jalil Sales Gallery.



The guests enjoying their meal at Berjaya Golf Resort Berhad's Mid-Autumn Festival Fun.



Guests having their picture taken at the photo booth.

Be Ready To Chart Your Future

Berjaya Corporation Group of Companies, under the coordination of Group HR & Admin recently participated in 2 mega career fairs, namely the Graduan Aspire 2014 on 17-18 May 2014 and MEGA Careers and Study Fair 2014 on 6-7 September 2014, both held at Kuala Lumpur Convention Centre.

Visitors to the fairs were briefed on the companies as well as the career opportunities available for them. They also had fun challenges via customized games at the booth.

At these career fairs, Berjaya Corporation Berhad was awarded the Graduan Brands Awards 2013, Top 50 Companies-Malaysia's Most Preferred Employers and 2013 Malaysia's 100 Leading Graduate Employers.

The subsidiaries that participated in these fairs were Amat Muhibah Sdn Bhd, Berjaya Books Sdn Bhd, Berjaya Loyalty Sdn Bhd, Berjaya Papa John's Pizza Sdn Bhd, Berjaya RadioShack Sdn Bhd, Berjaya Roasters (M) Sdn Bhd, Graphic Press Group Sdn Bhd, 7-Eleven Malaysia Sdn Bhd, Berjaya Starbucks Coffee Company (M) Sdn Bhd, Wen Berjaya Sdn Bhd, U Mobile Sdn Bhd, Berjaya Krispy Kreme Doughnuts Sdn Bhd and RU Café Sdn Bhd.



Visitors at the Berjaya booth.



Visitors trying out a logo puzzle.

Kick-Off Meeting Human Resource Management System (HRMS)



Presentation by Grace Chan, General Manager of Group HR & Admin.

The Group Human Resource Management System ("HRMS") HRMS kick-off meeting was held at Bukit Kiara Equestrian & Country Resort on 28 August 2014. There were about 78 representatives from subsidiaries, related companies under the Group and private companies who attended the meeting.

The new HRMS is intended to be implemented throughout the whole Group with the aim of having a centralized database of employee data for the whole Group to be stored at Group Human Resource Office. It is a strategic business decision for gaining competitive advantage whereby the system would be able to generate detailed and accurate HR reports to support management's decision-making as well as efficiently automate HR functions and processes to enhance productivity, efficiency and effectiveness.

The purpose of the HRMS kick-off meeting was to brief the operating companies on this project and to obtain feedback on their requirements.

The project kick-off presentation was presented by Grace Chan, General Manager from Group HR & Admin and Chung Chee Yann, Senior Manager from Group IT. The presentation included comparison of the current state and future state of the Group HR System, project objectives, Group HRMS key features and benefits, project organization, proposed project timeline, as well as HRMS modules.

A detailed HRMS demonstration and presentation were also given by the vendor, Visual Solutions.

NEW PRODUCT FROM COSWAY

Hand Spin Mop Set Enforced with Super-Cleaning Mechanism

- **Suitable for various surfaces**

360° swivel mop yarn with durable connecting joints to reach those hard-to-reach corners, and angles. Stainless steel handle gives better stability during cleaning.

- **Centrifugal Spin-Clean Mechanism for Better Cleaning Efficacy**

With an inner swivel board that creates a vortex to help get rid of tough dirt and stains from the yarn disc effectively. Yarn disc is made of thicker microfiber yarn for superb absorption power.

- **Durable & Powerful**

Comes with high-quality stainless steel spinner for durability & more powerful action!

- **Stable & Flexible**

Stainless steel handle for better stability during cleaning. 360° swivel mop yarn with durable connecting joints to reach those hard-to-reach area.

- **Space Saving**

Foldable bucket saves space & allows for easy carrying & handling!

- **More Stylish**

Comes in 2 stylish, attractive colours
- Rose Red and Green.



Dato' Robin Tan, Chairman and CEO, Berjaya Corporation Berhad hosted a luncheon for key vendors and business partners at the reopening of RadioShack's Mid Valley Megamall store. Also present were Yeap DeinWah, Director, Berjaya Retail; Yau Su Peng, Chief Operating Officer, Berjaya RadioShack and Marty Amschler, Senior VP of Franchise, RadioShack USA.



All set on opening day - bright, cheery and welcoming in its signature orange, white and black fittings.



KT Tan, General Manager of Berjaya RadioShack proudly shows the signature Speaker Wall in Penang's first stand alone store at Gurney Plaza to Chief Operating Officer Yau Su Peng.



Staff and flash mob dancers together with Berjaya RadioShack's Chief Operating Officer Yau Su Peng and General Manager KT Tan cheer on "One for ALL, All for FUN" at the Pavilion Kuala Lumpur store after the opening sequence by the fountain.

RadioShack refreshes flagship store and adds more locations

Following its global transformation into a fresh, contemporary brand that speaks to today's tech forward shoppers, RadioShack proudly reopened its Mid Valley Megamall store on 27 March 2014, promising a fun and enhanced shopping experience for all its customers through the combination of a new look and the brand's first ever loyalty card.

Delivering on the development agreement with its principal, RadioShack went on to open three additional standalone stores, at Pavilion Kuala Lumpur on 8 May Gurney Plaza, Penang on 13 June and Sunway Pyramid Petaling Jaya on 27 June. The brand is now also available in two more Borders outlets – in Bangsar Village 2 and Berjaya Times Square - making it 12 locations in total.

Events at Berjaya Times Square



01: THE WORLD COSPLAY SUMMIT MALAYSIA

12 July 2014

Held at the Lower Ground East Wing, The World Cosplay Summit is a prestigious cosplay competition which pit cosplayers from all around the world to compete in the Finals in Nagoya, Japan. Berjaya Times Square Kuala Lumpur was the official venue sponsor for this event.



02: BUSHIROAD SPRING FESTIVAL 2014

12 July - 13 July 2014

Bushiroad Spring Festival 2014 was held at the Lower Ground Concourse in July and the two-day event attracted players from Malaysia, Singapore, Indonesia and Australia to compete in the card game tournaments. Bushiroad is a Japanese company that produces popular trading card games such as 'Cardfight!! Vanguard' and 'Future Card Buddyfight'.



03



04

03: MEET & GREET: MIKE PHELAN

16 August 2014

Football legend, Mike Phelan was in Berjaya Times Square for a meet and greet session with ardent Manchester United fans. As the former assistant manager of Manchester United, Phelan shared many anecdotes and interesting snippets of his experience working with football's finest personalities such as Sir Alex Ferguson, Wayne Rooney and Ryan Giggs.

04: MISS MALAYSIA TOURISM PAGEANT 2014 – PREVIEW SHOW

20 August 2014

As the Gold Sponsor and Official Shopping Mall for Miss Malaysia Tourism Pageant 2014, Berjaya Times Square Kuala Lumpur hosted an interesting preview show at the Lower Ground Concourse which showcased the 18 finalists of this prestigious pageant.

KRR introduces Beef N' Reef treats

Kenny Rogers ROASTERS ("KRR") has introduced two delightful signatures, featuring these time-honoured favourites in its limited-time *Beef N' Reef Moments*.

Guests can now indulge in a sonnet of luscious, succulent beef steak, marinated with seasoned herbs and cooked to order. Infused within the concerto is a wholesome trio of grilled tomato, mashed potato and garlic butter mixed vegetables.

Fish lovers can also enjoy a symphony of fish fillet, heartily grilled to a perfect golden brown, laid amidst a duet of aromatic rice and garlic butter mixed vegetables.



The perfectionists of delicious, wholesome meals will treat guests to the Signature Grilled Beef Steak at only RM 31.90 starting from 11 August 2014. Guests will also be able to enjoy the Signature Grilled Fish Fillet, available from 1 September 2014, at only RM22.90.

RM40,000 worth of prizes to be won in the 9th ROASTERS Health Watch challenge!

On 19 August 2014, Kenny Rogers ROASTERS ("KRR") launched the 9th ROASTERS Health Watch (RHW) challenge. Themed 'Healthy Twenties', the challenge is targeted at young adults in their twenties.

In collaboration with Sports Toto Fitness Centre, this exciting 8-week health challenge will divide participants into two teams competing for the coveted title. Malaysia's favourite personalities, Ke Qing and Fiqri will be supporting and guided the teams throughout the challenge.

Throughout the 8-week challenge, KRR will provide the participants with meals up to 3 times a week. To ensure participants enjoy the fullest benefits from the diet programme, a consultant dietician will design a diet plan that consists of practical food intake recommendations for an average Malaysian, incorporating KRR meals.

The workout routines are personalized by Sports Toto Fitness Centre where participants are required to attend a customized personal training programme at least once a week and a minimum of two group exercise classes every week according to their own schedule at the fitness centre.

RHW 2014 commenced on 25 September 2014 and the finale will be on 27 November 2014. Winners will be judged according to the final results of their Body Mass Index (BMI), Body Fat Percentage and Waist-to-Hip ratio in comparison to their numbers at the beginning of the programme. They were also monitored on their attendance and discipline through the period of the challenge.

This year, participants stand a chance to win great prizes from KRR, Sports Toto Fitness Centre, Brooks, and Gintell worth more than RM40,000 in total.

Kenny Rogers ROASTERS Opens 3 New Restaurants



AEON Mall Bukit Mertajam, Pulau Pinang



Technology Park Malaysia, Kuala Lumpur



Taiping Sentral Mall, Perak



KRR Franchise Convention 2014

The first ever Kenny Rogers ROASTERS (“KRR”) Franchise Convention 2014 was held on 17 & 18 June 2014, at Berjaya Times Square Hotel, Kuala Lumpur. Themed “Success Through Synergy”, the convention was an appropriate medium for KRR franchisees to meet up to strengthen partnerships and work together to gain competitive advantages.

Delegates including KRR International team members, selected speakers and guests from various KRR purveyors and service providers shared invaluable insights and wisdom critical to their business. The synergy generated the “one for all, and all for one” spirit at the convention, making it made a truly valuable experience for all who attended the event.



Awards recipients group photo with Dato' Francis Lee.



Dato' Francis Lee, officiated the KRR Franchise Convention 2014.



Representing Berjaya Roasters, Esther Woo, Dep. General Manager, received the “Most Active in CSR Projects” Award.



Active engagement from the participants.



David Ban, KRR Brunei was awarded with the Highest Market Average Check.



McCann Malaysia President, Michael Constantine presented “The Truth About Marketing Today”.



Trade Links Ltd. representatives seen here with the President of Kenny Rogers Roasters International, Dato' Francis Lee and Mr. Luis Daniel, Senior Vice President, Kenny Rogers Roasters International.

Kenny Rogers Roasters expands to Dubai, United Arab Emirates

Roasters Asia Pacific (Cayman) Ltd. (“RAP”) celebrated a further significant milestone with its most recent country store development into Dubai. A signing ceremony between and Trade Links Ltd. was held on 17 June 2014 at RAP’s office in Berjaya Times Square, Kuala Lumpur.

More Bites For Your Buck At Kenny Rogers Roasters

Eating in between meals and having that extra bite to munch on during meals are now a healthy affair as Kenny Rogers ROASTERS (“KRR”) has added four new tasty treats to its menu, available as an add-on option to meals or as an à la carte snack on its own.

The All Day Snack promotion include *Crispy Sea-rific Wonton* and *Much-shroom Munchies* for seafood and mushroom lovers. For those who prefer to savour snacks with a hint of spiciness, *Fiery Flaming Wings* and *Hot Chic Tenders* are definitely the ones to go for. Guests may also have it all by ordering *Kenny’s Share-it Platter*, featuring all four items, together with special baked chicken meatballs and chicken cocktail sausages served with KRR’s signature BBQ sauce.

With the purchase of any main meal at KRR including the Salad Meal, Kenny’s Chicken Meal, Pasta Meal and Healthy Bites, guests may choose either *Crispy Sea-rific Wonton*, *Much-shroom Munchies*, *Fiery Flaming Wings* or *Hot Chic Tenders* at only RM 6.00. Guests may also order the snacks à la carte at RM 9.90 each or *Kenny’s Share-it Platter* at RM 23.90.



Philippines’ Papa John’s Expands

Papa John’s Philippines has been very aggressive for the third quarter of this year in providing customers not just with better ingredients, better pizza but also with better product offerings and better store locations to retain existing loyal customers and at the same time entice new customers.



Papa John’s Ortigas Extension at MORE Business Center Building.

Papa John’s Philippines launched its Chocolate Chip Cookie promotion on 15 August 2014. The Chocolate Chip Cookie Melt-A-Way is served ala mode where a slice of Chocolate Chip Cookie is topped with a scoop of vanilla ice cream and cherry and drizzled with Hershey’s chocolate syrup. It is also available in a 9-inch size which is good for sharing. Papa John’s Philippines introduced the new product through flyers, posters and social media (Facebook, Twitter, and Instagram).



Papa John’s Philippines’ Chocolate Chip Cookie promotional poster.

22 August 2014 marked the grand opening of Papa John’s Ortigas Extension branch located at MORE Business Center Building. This newest branch is strategically situated in the East of the metro area which is highly populated with several residential and business communities, as well as private schools and colleges. It specializes in delivery and take away and has a seating capacity of 15 persons.

Krispy Kreme Serves Up Joy In Many Different Ways

Malaysia’s favourite doughnut brand continues to lift spirits and put smiles on faces this quarter. Krispy Kreme joined in the football fever with The Colours of Football featuring doughnuts in various colours of the flags of participating nations. The top flavour was oreo cheesecake that was crafted specially to look like the face of a football.

11 July was Krispy Kreme’s birthday and Malaysia joined the worldwide celebration with a once-off promotion that got dozens of their Original Glazed® doughnuts flying off the shelves – it was only 77 sen for a dozen with the purchase of any dozen assortment.

Krispy Kreme also created four flavours with a Malaysian twist specially to further sweeten Merdeka and Malaysia Day moods. Malaysiana comprised Cinnamon sugar, Cardamom sugar on a twist doughnut, Gula Melaka and coconut and Rozelle – hibiscus conserve. Those who bought a dozen were treated to 2 extra doughnuts to savour.

Krispy Kremers can look forward to loads more before the year is up so do keep a look out especially for Halloween and Christmas.



The Colours of Football doughnuts



This customer came bright and early to our BTS outlet to get his dozen Original Glazed doughnuts for 77 sen.



On the eve of Merdeka these children were expressing their love for Malaysia and were treated to Krispy Kreme’s Malaysiana.

Starbucks MD wins Asia Pacific Entrepreneurship Awards 2014



Sydney Quays, Managing Director of Berjaya Starbucks Coffee Company Sdn Bhd, receiving his award on stage.

On 28 August 2014, Sydney Quays, Managing Director of Starbucks Malaysia and Brunei was awarded the Outstanding Entrepreneurship Award at the Asia Pacific Entrepreneurship Awards 2014 Ceremony & Gala Dinner in Kuala Lumpur. Over 800 guests comprising VIPs, corporate leaders, brand owners and prominent individuals attended the dinner. Among them was Y.B. Datuk IR. Hj. Hamim Samuri, Deputy Minister of Ministry of International Trade and Industry.

The Asia Pacific Entrepreneurship Awards is the most prestigious award for entrepreneurs in the region, with only a selected few – those who prove to be exemplars in their fields – honoured each year.

Starbucks Malaysia collaborates with HOPE Worldwide Malaysia for Bolathon event



Participants came in creative football themed costumes.

On 1 June 2014, Starbucks Malaysia teamed up with HOPE Worldwide Malaysia for a fundraising event known as Bolathon at Padang Merbok. Bolathon is the one-and-only 'Charity Masquerade Walk' in Malaysia organized once every four years in conjunction with the FIFA World Cup. The event also included an additional 10km run which drew in more than 3000 football fans and enthusiasts. Starbucks Malaysia sponsored the prizes for the masquerade walk and provided participants with iced coffee from the Chill Patrol Van stationed at the event grounds. Starbucks partners also took part in the friendly soccer match and the masquerade walk in bright colors with creative outlooks. The proceeds from the event were used for the implementation of HOPE Worldwide Malaysia's Health, Food and Education Programmes for underprivileged communities.



(Left) Sydney Quays, Managing Director of Berjaya Starbucks Coffee Company, Mr Chandran Sororajah, Assistant Starbucks Card & Loyalty Manager and District Manager, Mr Suhairi Azhar presenting the Starbucks Card Mobile Application.

Starbucks Malaysia Launches Mobile Application

On 30 June 2014, Starbucks Malaysia launched its mobile payment in all 171 Starbucks stores in Malaysia, allowing customers to pay for in-store purchases with their smartphones. With the Starbucks Card Mobile Application, it will be the fastest and most convenient way to pay at Starbucks. Customers can hold their mobile devices in front of a scanner on the countertop and scanning the Starbucks Card Mobile App's on-screen barcode to make a purchase.

In addition to the mobile payment capability, the application allows customers to track and view their purchases, check their card balance, reload their card with any major credit card, check their stars at My Starbucks Rewards™ and find a nearby Starbucks store with the store locator feature.

Lighting up the night at Tropicana City Mall

On 6 September 2014, Starbucks organized the third Lantern Making Contest in Tropicana City Mall in conjunction with the Mid-Autumn festival. The grand prize winner walked away with a Starbucks gift hamper worth RM1000 + 365 Days of Coffee presented by Louise Chin, Director of Finance, Berjaya Starbucks Coffee Company Sdn Bhd. The fun-filled event ended with a Lantern Parade where members of the community surrounding Tropicana City Mall along with Starbucks partners, lit up their colourful lanterns and walked around Tropicana City Mall.



Starbucks partners holding the lanterns.



Starbucks partners with the winners of Starbucks' Lantern Making Contest.

Nikon photography contest commemorates 'Penang Heritage' at Starbucks

In collaboration with Berjaya Starbucks Coffee Company, Nikon Club Malaysia once again embarked on another truly unique initiative for its members in conjunction with Visit Malaysia Year 2014. The endeavor took the form of an ongoing photo contest run over three quarters in 2014 with the winning photographs displayed at selected Starbucks outlets.

The Q3 theme of "Rich Penang Heritage" which ran from 15 May to 15 June 2014, leveraged on the rich living heritage and culture of Penang. Participants had to submit photographs capturing heritage buildings and landmark, diverse people, art and culture in Penang using creative and innovative ways.

More than 500 entries were received during the contest from hopefuls contesting for the grand prize worth more than RM1,000!

The winning entries, along with those of other participants were displayed at Starbucks Drive-Thru, Sri Pinang, Penang, where a prize giving ceremony was also held on 14 August 2014 attended by guest of honor YB Danny Law Heng Kiang, Penang State EXCO (Minister) for Tourism Development.

Loo Chee Ming took home the grand prize of a Starbucks hamper worth RM1000, a one year's supply of Starbucks Coffee and a Nikon D3300 with kit lens 18-55mm. Muhamad Norli bin Amir Hamzah was crowned first runner-up and was presented with a Starbucks hamper worth RM700 and a Nikon J1 with 10mm lens. Meanwhile, second runner-up was Ngu Dik Sen, who walked away with a Starbucks hamper worth RM500 and a Nikon Coolpix P330.



Congratulation to Loo Chee Ming (middle) for winning the Grand Prize.



YB Danny Law Heng Kiang and Salleh revealing the First Runner-up photo.



Berjaya Times Square Promotion



Mid Valley Megamall Promotion

Rasa Utara Ramadhan Buffet

During the Ramadhan month, Rasa Utara Berjaya Times Square offered a special buffet, featuring Northern specialties such as *Ayam Kari Kapitan*, *Udang Asam Goreng* and *Gulai Ikan Kuala Kedah*, together with some additional, Ramadhan-only items such as herb and spice-infused roasted lamb and the traditional favourite, *lok-lok*. Recognizing that customers appreciate genuine home-cooked style of food for the breaking of fast, the restaurant went to great lengths to ensure that the items on the menu were prepared according to actual Northern practices. As part of this effort, the management team spent a considerable time in Kedah and Penang, researching cooking methods, ingredients and dishes that are unique to the North. The results were a buffet spread which would bring back fond memories of home, perfect for family and friends to come together and celebrate the auspicious month of Ramadhan. The restaurant will also be running a special Ramadhan promotion at its outlet in MidValley Megamall, where customers will be able to enjoy unlimited servings of its specialty dishes.

Promotions by Wendy's



Pretzel Burger Selfie Contest

From 16 September to 5 October, take a selfie with your favorite pretzel burger, write a creative caption and win an Instax Mini 8!



Wendy's 6TH Anniversary Promo

Wendy's celebrated its 6th year anniversary on 24 August 2014 by offering its customers 6 pieces of Fried Chicken at RM10.99 net.



Pretzel Burgers – Chicken / Beef

Styled up with a warm pretzel bun with a choice of lightly breaded chicken or juicy tender beef patty along with fresh toppings and sauce, the signature pretzel burger has a taste that will pack a punch and conquer your taste buds. Here for a limited time only, grab your bite today!

Food Festivals by Berjaya Makati Hotel, Philippines

In Q3 2014, Berjaya Makati Hotel ("BMH") held two food festivals namely 'Malaysian Food Festival' from 14 July to 9 August and 'The Flavours of India' from 15 August to 30 August. A wide spread of Malaysian and Indian food were served to the guests without them having to leave The Philippines to savour the delicious food.

BMH also took part in the 'Asian Eats' food festival held at The Podium from 8 August to 10 August by having live cooking demonstration on how to prepare roti canai – a Malaysian flatbread.



His Excellency Dato Mohd Zamri Kassim, ambassador of Malaysia to the Philippines and some guests.



Guests from the US Embassy and India Embassy.



The buffet spread.



Demonstration on preparing roti canai by Chefs at Berjaya Makati Hotel.

3 Michelin Star Chef, Alvin Leung visits Malaysia



Chef Alvin Leung with the hospitality students of BERJAYA UCH.



From left: Dato Robin Tan, Chairman and CEO of Berjaya Corporation Berhad, Chef Alvin Leung, Mae Ho and Derek Chang.



Chef Alvin Leung (standing, 6th from left) with the culinary students of BERJAYA UCH.

On 8 July 2014, The Asian Food Channel ("AFC"), part of the Scripps Network family of lifestyle networks and BERJAYA University College of Hospitality ("BERJAYA UCH") brought three Michelin-starred chef, Alvin Leung to Malaysia for 'Alvin Leung's Molecular Madness'. BERJAYA UCH Students also learnt how to make some of Alvin Leung's famous dishes.

BERJAYA UCH also look forward to more partnerships with AFC and Scripps Network in the future.

BERJAYA UCH scores wins in Battle of Baristas Championship (BOBC) 2014

One student and two alumni of BERJAYA University College of Hospitality ("BERJAYA UCH") won coveted trophies at the Battle of Baristas Championship ("BOBC") 2014, held at Straits Quay, Penang on 23 and 24 August 2014.

Wong Kien Sing, currently taking Diploma in Culinary Arts in BERJAYA UCH, emerged as the Second Runner Up. Being one of only two students participating in the competition, Wong competed against professional baristas from all around Malaysia.

Alumni of BERJAYA UCH, Jason Lum Chee Shen was crowned the Champion of the competition, representing Classic Coffee Company; while Canon Lim Tien Jiang representing The Redbean Bag Café was Third Runner Up. Jason Lum will also compete in the Malaysia Barista Championship 2015 early next year.

BOBC 2014 was organised by Lighthouse Coffee Penang and supported by the Malaysian Specialty Coffee Association. Competitors were required to concoct one espresso, one cappuccino and a signature drink.



From left to right: Canon Lim, Jason Lum and Wong Kien Sing.

Team Malaysia Wins Bronze at Bocuse d'Or Asia Pacific Selection



From left to right): The jubilant Team Malaysia, Chef Federico Michieletto, President of Bocuse d'Or Academy Malaysia; Kenneth Loke, Candidate; Ines Mannerstedt, Commis; and Chef Jonas Lundgren, Coach.

On 27 June 2014, BERJAYA University College of Hospitality ("BERJAYA UCH") and Bocuse d'Or Academy Malaysia announced that Team Malaysia won the Bronze Medal at the Bocuse d'Or Asia Pacific Selection. Malaysian Representative Kenneth Loke and Commis Ines Mannerstedt, will subsequently take part in Bocuse d'Or 2015 in Lyon, France, a competition that

is considered the Culinary Olympics of the gastronomic world.

As a non-profit organization, Bocuse d'Or Academy Malaysia and BERJAYA UCH collaborate to raise funds by conducting culinary short courses and organizing fund-raising dinners featuring award-winning Chefs.



Go Wei Yen with his trophy at the Pastry Lab of BERJAYA UCH.

BERJAYA UCH's Commis returns victorious from California Raisin Malaysia Baking Contest

On 19 June 2014, BERJAYA University College of Hospitality (BERJAYA UCH) Commis Go Wei Yen returned home victorious from the recent California Raisin Malaysia Baking Contest 2014, winning Second Place for the 'Best California Raisin Bread'.

Competing with five other contestants, Wei Yen impressed the judges with his version of healthy raisin bread using organic ingredients with natural flavours

to improve the taste and texture of the product. "I combined my knowledge in baking with countless hours of practising," Wei Yen remarked.

"Having our students participate in these competitions always challenges their creativity and inspires them to give their very best. Chef Ajemain and I are glad that our efforts make a positive difference in the lives of our students," said Chef Roiz.

BERJAYA UCH Students Embark on 'Voluntourism' Trip

On 24 July 2014, students from BERJAYA UCH Tourism management programme organized a 4 Days/ 3 Nights Voluntourism trip to Manila, in conjunction with the Eco Adventure Tourism (E.A.T) initiated by BERJAYA UCH's School of Tourism. The trip encouraged students to create and develop meaningful interactions with local communities around the world through tourism activities.

The tour itinerary included voluntary work at Hospicio De San Jose, a visit to UNICEF Philippines where a cheque was presented to Dr. Will Zeck Chief of Health & Nutrition, UNICEF Philippines. The uniqueness of this tour is its focus on providing a different experience, where travellers are able to interact with the local community through volunteer work.

It's playtime for the students and the children from Hospicio De San Jose.



UNICEF Philippines Chief of Health & Nutrition Dr. Will Zeck (centre right) receiving the donation from Aqmal Fikri (centre left), lecturer of BERJAYA UCH.

TAN SRI DATO' SERI VINCENT TAN AT FORBES VIETNAM - Business Forum 2014

On 3 July 2014, Tan Sri Dato' Seri Vincent Tan ("TSVT") was invited by Forbes Vietnam as an honourable speaker for the Vietnam Business Forum 2014 in conjunction with the first anniversary celebration of Forbes Vietnam at the Inter-Continental Hotel, Ho Chi Minh City.

During the event, TVST shared many interesting life experiences and his opinion about the future development of Vietnam. As many as 500 delegates from senior management staff of Vietnam and multinational companies attended the Forbes Vietnam-Business Forum 2014.



TVST interviewed by the Chief Executive Officer of Forbes Vietnam, Henry Nguyen.

Josephine Yei, CEO of Saigon Bank Berjaya Securities (left), TVST and Sami Kteily, Chairman of PEB Steel at the Forbes Vietnam-Business Forum 2014.



SBBS signs Memorandum of Understanding with VietFund Management

On 30 July 2014, Saigon Bank Berjaya Securities ("SBBS") signed a Memorandum of Understanding (MOU) with VietFund Management (VFM) to be their authorized participant for the first exchange-traded-fund (ETF) - VFMVN30. VFM is the first fund management firm operating in Vietnam that provides diversified financial products and services to local and international investors through investment funds and portfolio management services.

VFMVN30 ETF is the first ETF fund to be introduced in Vietnam. It tracks the VN30 Index, which consists of 30 companies listed on Ho Chi Minh Stock Exchange (HOSE) in terms of market capitalization, free float, and liquidity. The IPO of VN30 ETF was rescheduled to be listed on the Ho Chi Minh Stock Exchange in end of September this year.



MOU signing ceremony between SBBS, VFM and other five securities companies.

ERC International study field trip to SBBS

On 28 August 2014, ERC International, a Singapore-based institute organized a study field trip to Saigon Bank Berjaya Securities ("SBBS"). A total of 20 students was led by Andrew Sadler, Head and senior lecturer of the Faculty of Banking & Finance, and Economics & Accounting for the 2-hour visit.

Among the speakers were Josephine Yei, CEO of SBBS, Pham Minh Tuan, Brokerage Director of SBBS and Tran Thanh Tan, research analyst of SBBS, who shared respectively on the organizational culture and cross-culture context of Vietnam operation, life of a stock broker and the macro economic and stock market outlook of Vietnam.



Pham Minh Tuan, Brokerage Director of SBBS sharing his view with Andrew Sadler.

SBBS collaborates with MBC for a business luncheon

On 15 September 2014, Malaysia Business Chamber ("MBC") organized a business theme luncheon about "The First ETF of Vietnam" at New World Hotel, Ho Chi Minh City. Saigon Bank Berjaya Securities ("SBBS") was the participating organizer, and VietFund Management was the main sponsor of the event.

Among the speakers were Josephine Yei, CEO of SBBS, Bill Stoops, CIO of Dragon Capital and Pham Khanh Lynh, Deputy CEO of VietFund Management who shared their views during the business luncheon on exchange-traded-funds.



Josephine Yei (left) receiving a token of appreciation from Dato Theng Bee Han, President of MBC.

MAZDA MARKS ITS PRESENCE IN EAST MALAYSIA

On 26 June 2014, Maxspeed Automart Sdn Bhd, Mazda's super dealer in East Malaysia officially opened its 3rd outlet in Kota Kinabalu in addition to its existing branches in Kuching and Sibul. The opening of the new 3S Centre increases the number of Mazda's outlets in East Malaysia to eight outlets.

The new 3S Centre is a 18,000 square feet facility, offering a full spectrum of services which include sales, service and spare parts. Located in the heart of Kota Kinabalu City, it is the 46th Mazda outlet established by Bermaz Motor in line with its network expansion plan to fortify the Mazda's brand presence in East Malaysia.

This newly opened spacious 3S Centre will showcase the full range of Mazda models and is equipped with service bays to provide optimum and premium services to customers in the vicinity.

The opening of the new Maxspeed 3S Centre was officiated by Assistant Minister in Sabah Chief Minister Department, Yang Berhormat Datuk Ir Edward Yong Oui Fah.



Mr Phillip Lau (center) and YB Datuk Edward Yong (2nd from right) cheering together with the Bermaz's team.



The new 3S centre has a wide and spacious showroom to display Mazda's full range of models.



(From left to right) Bermaz After-Sales Divisional Manager, Encik Shamsuddin Amran; Bermaz Sales Divisional Manager, Mr Chua Vin Teck; Maxspeed Managing Director, Mr Philip Lau; Assistant Minister in Sabah Chief Minister Department, YB Datuk Edward Yong and Bermaz Marketing Divisional Manager, Ms Lee Ai Hon answering questions during the press conference.

Bermaz Motor Receives QMS ISO 9001:2008 Certification

Bermaz Motor Sdn Bhd is proud to announce it is now certified as a QMS ISO 9001:2008 compliant organization by SIRIM QAS International. The company received its ISO 9001:2008 recommendation for certification on 2 July 2014.

To become certified as QMS ISO 9001:2008 compliant, Bermaz Motor underwent an evaluation process that included quality management system development, a management system documentation review, pre-audit, initial assessment and clearance of non-conformances, all of which worked to identify corrective actions that eliminate non-conformances to the quality management standard.

The certification of compliance recognizes the policies, practices and procedures of Bermaz Motor in ensuring consistent quality in the product and services that the company provides to the customers.

With this certification, customers and partners can be confident that Bermaz Motor is dedicated to maintaining the highest efficiency and responsiveness in achieving the ultimate goal-guaranteed customer satisfaction.





The Berjaya Auto Philippines team with the limited edition Mazda MX-5 and their owners.

25 privileged Mazda MX-5 owners officially receive their very own 25th Anniversary Edition third generation Mazda MX-5 sports cars

Berjaya Auto Philippines, the exclusive distributor of Mazda vehicles in the country, officially handed over the keys to the first fifteen owners of the Mazda MX-5 25th Anniversary Edition during a private turnover ceremony held with members of the Miata Club of the Philippines at the Mazda storage depot in Batino, Calamba City. More popularly known as the Miata, the individually numbered, limited edition MX-5 convertible sports cars were 25 of only 1,000 units produced worldwide.

The Philippine allocation for the Mazda MX-5 25th Anniversary Edition of 25 units has already been sold out. It only comes in Soul Red colour along with a host of special modifications such as Brilliant Black body trims, white leather seats, special Bilstein shock absorbers, 17-inch 10-spoke gunmetal wheels, and a 25th Anniversary Edition badge with the vehicle's production number mounted on the driver's side fender.

theSun Editorial Excellence Awards

Reporter, Haikal Jalil won the first prize in theSun's Editorial Excellence Awards for the second quarter of year 2014 (April to June) for his exclusive report on the National Service "Mixed Reaction to NS 10 Years On" which appeared on 24 April 2014. He took home RM300 worth of book vouchers courtesy of Borders.

The second prize which was RM200 worth of Borders's book vouchers went to Bissme S. for his Mother's Day report "The Queen of Hearts" which was published on May 9.

Five Special Mention Awards were also awarded to writers, Eva Yeong, Lee Weng Khuen, Anansa Jacob and Yee Jie Min and layout artist, M. Magenan. Each of them won Borders book vouchers worth RM100.

theSun Managing Editor, Freddie Ng presented the prizes to the winners on 5 August 2014. This award is given out every quarter for editorial excellence in news, features, photography and creative layout of pages.



The prize winners (from left): Yee Jie Min, Anansa Jacob, Haikal Jalil, Eva Yeong, Lee Weng Khuen and M. Magenan.

CHEERING U ON #CHEER4U

U Mobile was proud to be one of the co-sponsors for Cheer Competition 2014 this year!

The adrenaline-filled Cheer 2014 took place on 23 to 24 Aug 2014 respectively at Stadium Putra, Bukit Jalil. The event saw two days of awesome performances from top contenders across the nation. After much excitement, The Cyrens from Sri Kuala Lumpur were crowned as winners in the all-girls category for the fifth consecutive year. Jasmine Lee, Chief Marketing Officer of U Mobile, presented the prizes to the winners.



Mickeymitez from SMK Damansara Jaya were the winners of the #CHEER4U award by U Mobile. Datuk Seri Wong Chun Wai, Group Managing Director and Chief Executive Officer, Star Publications and Jasmine Lee presented the award.



Jasmine Lee presenting the award to the winners of CHEER 2014 Co-Ed category, Zodiac Co-Ed from SMK Kepong.

U MOBILE ANNOUNCES MILESTONE EXPANSION PLAN TO ENHANCE NETWORK QUALITY FOR SUPERIOR USER EXPERIENCE

U Mobile has achieved yet another milestone as it announced an aggressive expansion strategy to strengthen its network through the roll-out of additional 2,000 new 3G & 4G LTE sites. This expansion reaffirms the telco's continuous efforts of investing in its existing network infrastructure to provide superior nationwide coverage, high speed mobile Internet, as well as offering seamless connectivity to its consumers.

The momentous occasion was held at DoubleTree by Hilton Hotel, Kuala Lumpur, witnessed by the management team, the media and business partners.

The new network rollout will cover strategic areas and key cities within Malaysia, which include Selangor, Wilayah Persekutuan, Seremban, Port Dickson, Nilai, Ipoh, Lumut, Penang, Johor Bahru, Muar, Kluang, Segamat and Batu Pahat.

Through this expansion, U Mobile will continue to focus on offering high-speed 3G and 4G mobile experiences to all customers, as well as enhancing its network quality, capacity and coverage.



Too Tian Jen, Chief Technology Officer of U Mobile Sdn Bhd (left) and Wong Heang Tuck, Chief Executive Officer of U Mobile Sdn Bhd (right) at the launch of U Mobile's 2000 new 4G LTE and 3G sites.



Wong Heang Tuck, Chief Executive Officer of U Mobile Sdn Bhd giving his speech during the launch.



(From left to right) Tan Chen Sen, Chief Information Officer; Ng Siew Kim, Chief Corporate Services Officer; Too Tian Jen, Chief Technology Officer; Wong Heang Tuck, Chief Executive Officer; Tan Hoon San, Chief Financial Officer; Jasmine Lee, Chief Marketing Officer and Alex Tan, Chief Sales Officer at the launch of U Mobile's 2000 new 4G LTE and 3G sites.



U MOBILE- HUAWEI OPENING PROMOTION FOR HUAWEI ASCEND P7



On 8 July 2014, U Mobile partnered with Huawei, the third largest smartphone manufacturer in the world to expand its reach among Malaysian consumers. The partnership kicked off with an opening promotion for Huawei's Ascend P7 smartphone.

With U Mobile's U Plus Package deal, customers can bring home the new Huawei Ascend P7 at just RM188 together with a free Huawei power bank and modem with no upfront payment.



BUSINESS ON-THE-GO WITH U MOBILE QUICKPAY



With the introduction of U Mobile QuickPay, U Mobile now offers mobile point-of-sales solution for transactions to take place anytime and anywhere. This new innovative offering brings business on-the-go for all budding entrepreneurs and SMEs as consumers in the nation shift more and more towards the cashless trend.

Emphasizing on user convenience through a smart and secure business tool, all U Mobile QuickPay requires is a smartphone, the U Mobile Quickpay App and an EMV (Europay, Mastercard and Visa) approved card reader for card transactions to take place.

The U Mobile QuickPay allows unlimited selling opportunities and helps to prepare businesses and individuals without their own physical stores to accommodate debit and credit card transactions better, leading to improved portability and more opportunities in closing sales.

For further information on the U Mobile QuickPay, log on to <https://www.u.com.my/quickpay>

On Top Of The Game With U Mobile Top Up Rewards

Several lucky U Mobile winners were delighted to be handsomely rewarded when they were announced as Round 1 winners of U Mobile's "Borneo Quest" and "Lucky 30" campaigns for customers in Sabah and Sarawak.

The "Lucky 30" rewards every 30th U Mobile prepaid customer in the region that tops up a minimum of RM30 by rewarding them with RM10 top-up credit. On the other side, the "Borneo Quest" contest requires U Mobile prepaid customers in East Malaysia to register via U Mobile's official Facebook page to participate in and win even bigger prizes by following a point-accumulation system.

The two 8-week campaigns, which began on 20 May and ended on 19 July 2014, provided a fun and rewarding avenue for U Mobile customers in the region.

The winners walked home with attractive prizes such as brand new ZTE V817 phones and Air Asia travel vouchers worth RM1,500!



Winners from Sabah: (from left) Nicholas Tan from U Mobile Segment & Branch Marketing, Mark Ian Bin Stimson representing Williard Alan Bin Stimson, Jamlin Bin Sani, Wong Oi Lan, Nor Atiqah representing Muhasih @ Ruhaimi bt Madi and Joeanna Goh from U Mobile Segment & Branch Marketing all smiles at the prize-giving session.



Winner from Sarawak: (from left) Nicholas Tan from U Mobile Segment & Branch Marketing, Lai Chee Chun representing Tommy Lau, Dickson Victor Balang, Bibi Bt Adam representing Mohammad Amirul Yazied bin Affandi, and Joeanna Goh from U Mobile Segment & Branch Marketing. The winners were thrilled to be rewarded through the simple act of topping up their prepaid lines.

Starbucks Malaysia launches second Community Edible Garden in Setia Alam

On 8 June 2014, In collaboration with the Department of Agriculture and LAMAN magazine, Starbucks Malaysia launched its 2nd Starbucks Community Edible Garden involving 55 Setia Alam residents, 45 Starbucks partners (employees) and 10 Department of Agriculture staff at Starbucks Drive-Thru Setia Alam, Selangor. Some of the plants that were planted in the garden were pandan, curry and chilli.

It was a fun community service project that addressed the local community needs and uniting Starbucks partners, Setia Alam residents, staff of the Department of Agriculture and members of the media. Dato' Ahmad Zakaria Bin Mohamad Sidek, Deputy Director of Agriculture and Tuan Haji Mohd. Yunus Bin Ismail, Director of Urban Agriculture also took part in the project.



A group photo of the participants at the launch of Starbucks' Community Edible Garden.



Participants planting curry, pandan and chilli plants.

Starbucks Malaysia Returns to Kampung Lubuk Jaya during Ramadan

On 5 July 2014, 30 Starbucks partners and 35 people from the community of Kampung Lubuk Jaya initiated a get-together in conjunction with Ramadan. Activities for the gathering included a 'breaking fast' session, giving out of books to the children of the village and also a festive card-making session.

Starbucks Malaysia sponsored food and beverages for this meaningful event and all partners had a good time with the children and people of Kampung Lubuk Jaya.

Total Community Service Hours contributed: 385 hours



A group photo of Starbucks' partners and the folks of Kampung Lubuk Jaya.

Tree Planting Event : Trees For Life

On 23 August 2014, 46 Starbucks partners and 15 customers joined Shah Alam City Council's CSR Trees for Life led by Shanney – Store Manager of Starbucks Bukit Raja, Klang. The objective of this program me was to plant trees together with the community, partners & customers.



A Starbucks partner with the 'Ground Coffee for Your Garden' package that each participant got to bring home for planting and gardening.

The event was kickstarted by a Non-Governmental Organization, Eco-Warriors who demonstrated on how to plant trees with the right methods and natural fertilizers; ground coffee from Starbucks.

It was a fun-filled event that also provided 'green education' to the younger generation so they will know their responsibilities as a part of the community. Participants got to bring home 'Ground Coffee for Your Garden' that can be used at home for planting and gardening.

A total of 360 participated in this 4 hour event and the team have successfully contributed a total of 244 volunteer hours.



Participants helping each other to plant trees.



Children showing their creativity during the festive card making session.



A Starbucks partner arranging books on the shelf.

BCorp Donates 14-Seater Vans To Sekolah Menengah Kebangsaan Tinggi Batu Pahat, Johor

BCorp donated two units of 14-seater vans worth approximately RM184,000 to Sekolah Menengah Kebangsaan (SMK) Tinggi Batu Pahat on 11 September 2014. The vehicles were handed over by Founder of BCorp, Tan Sri Dato' Seri Vincent Tan to his alma mater and witnessed by Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government of Malaysia. Also present were Tan Sri Dr. Madinah Mohamad, Education Ministry Secretary-General; Dato' Abdul Shukor B. Ibrahim, Deputy Secretary-General; Dato' Azlan Meah, Executive Director of BCorp; Dato' Noh Dalimin, Vice Counselor of Universiti Tun Hussein Onn Malaysia as well as the teachers, staff and students of the school.

The van donation initiative was started in 2011 to ease the transportation woes of various charitable organizations. To-date, a total of 72 vehicles, mostly 14-seater vans, worth more than RM6 million were donated to 56 charitable organizations, of which two multi-purpose vehicles were converted into ambulances and 15 units were fitted with electro-hydraulic lifts for wheelchair users.



Tan Sri Dato' Seri Vincent Tan handing over the two vans to Encik Misli Roshidi.



Dato' Azlan Meah, Executive Director of BCorp (second from right), handing over the mock key to Encik Misli Roshidi, Principal of SMK Tinggi Batu Pahat, Johor. Witnessed by Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government (centre) and Tan Sri Dato' Seri Vincent Tan.



Tan Sri Dato' Seri Vincent Tan receiving a souvenir from Encik Misli Roshidi.

Bukit Jalil Golf & Country Club Brings Cheer For A Family

Bukit Jalil Golf & Country Resort's ("BJGCR") management team visited Puan Norazyan's family at Pekan Meru, Klang on 26 June 2014. Puan Norazyan lost her husband in an accident and her family had been struggling to celebrate Hari Raya this year as they were solely dependent on him.

The visit by BJGCR's management team brought cheer and comfort to the family, especially the children. The team also showed their support by providing Puan Norazyan's family with sundries, household appliances and new clothing. The contribution were also intended to help Puan Norazyan to be independent by doing easy home business to support her family.

On behalf of Puan Norazyan and her family, BJGCR would like to thank all the members for their kind generosity.



BJGCR's management team with Puan Norazyan's family.



The children were happy to put on new clothes and receive early "Duit Raya"



BJGCR's Assistant Club Manager, Mr. Simon Tan handling over the contribution from club members to Puan Norazyan.